



CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

04-C -0717

March 15, 2004

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

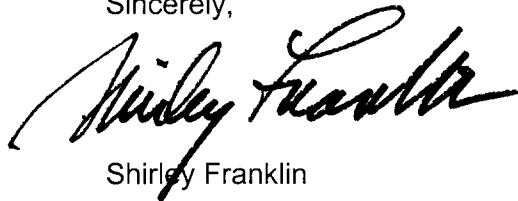
RE: Westside Tax Allocation District (TAD) Downtown Advisory Board Appointment

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint Whitney C. Kelly to serve as a member of the Westside TAD Downtown Advisory Board for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that the Whitney C. Kelly will serve the Westside TAD Downtown Advisory Board with integrity and dedication.

Sincerely,



Shirley Franklin

1026 ST. CHARLES AVENUE #2, ATLANTA, GA 30306
PHONE (404) 658-1977 • E-MAIL: WCKELLY@CENTRALATLANTAPROGRESS.ORG

WHITNEY C. KELLY

PROFESSIONAL EXPERIENCE

Senior Project Manager-Economic Development

Central Atlanta Progress Inc., Atlanta, GA

February 2003-Present

- Coordinate Retail Marketing Study for the Downtown area and the Peachtree Street corridor
- Business Recruitment and Retention Initiative: Contact several large retailers to consider downtown for a new location, meet with prospective recruits to promote a downtown location, and promoted individual sites for redevelopment
- Work with property owners and managers to create a visual presence in vacant storefronts windows
- Promote the creation of a Downtown Health and Bioscience District in the downtown Atlanta area for additional incubator and post-incubator lab space for biotechnology companies
- Promote the establishment of the Eastside Tax Allocation District (TAD)
- Project assistance and coordination with the City on redevelopment projects within the Downtown area.

Planner II-Advance Planning Division

City of Champaign, IL Planning Department

August 2000 – January 2003

- Promoted the Economic Redevelopment of the City of Champaign's older commercial areas, including the City of Champaign's Downtown Area, through the use of Tax Increment Financing (TIF) Districts that included providing Redevelopment Incentive Program Grants to promote the renovation of older urban buildings for residential, office, and retail uses; and Streetscape Improvements
- Project Manager for the Downtown Plan Update
- Lead Planner on subdivision projects and the vacation of Public Right-Of-Way within major project areas.
- Worked with ACCION Chicago, a non-profit micro-lending institution, to provide lending services in the Champaign area.

Graduate Assistant, Dept. of Urban and Regional Planning

Jackson State University, Jackson MS

August 1998 – May 2000

Intern-Jackson Community Design Center

***Mississippi State University, School of Architecture
Jackson, MS***

Summer 1999

***Intern-Jackson Medical Education District
Jackson, MS***

January 1999 – June 1999

EDUCATION

Basic Economic Development Course

Georgia Institute of Technology

April 2003

Economic Development Finance Certification Program

National Development Council

Completed in April 2002

- ED 101 Economic Development Finance
- ED 202 Business Credit Analysis
- ED 202 Real Estate Finance
- ED 300 The Art of Deal Structuring

Master of Arts –Urban and Regional Planning

Jackson State University, Jackson, MS

1998-2000

- Thesis- Developing Downtown Housing: Evaluating Proposals for Jackson, Mississippi
- Vice-President (1998) and President (1999) of the Department of Urban and Regional Planning, Student Planning Association
- Assisted in the organization and implementation of the First Annual Freedom Colloquium, Department of Urban and Regional Planning, JSU

Bachelor of Science – Chemistry

Belhaven College, Jackson, MS

1992-1995

REFERENCES

Odessa Archibald
Economic Development Rep.-Metro South & West Region
Georgia Power Company
241 Ralph McGill Boulevard NE
Atlanta, GA 30308-3374
404/658-1877

Rhonda Olds
Assistant City Attorney
Legal Department
City of Champaign
102 N. Neil Street
Champaign, IL 61820
217/403-8765

Kerri Forsyth
Housing Program Coordinator
Neighborhood Services Department
City of Champaign
102 N. Neil Street
Champaign, IL 61820
217/403-7070

William H. Harris, Ph. D., FAICP
Chair, Department of Urban and Regional Planning
Jackson State University
3825 Ridgewood Road, Box 23
Jackson, MS 39211
601/432-6585

Don Shea
Executive Vice President
St. Petersburg Downtown Partnership
100 First Ave. S / Suite 477
St. Petersburg, FL 33701
(727) 821-5166 (w)
(727) 896-6302 (f)

Matthew Dalbey, Ph. D
Assistant Professor, Department of Urban and Regional Planning
Jackson State University
3825 Ridgewood Road, Box 23
Jackson, MS 39211
601/432-6585

04-C-0717
(Do Not Write Above This Line)

A COMMUNICATION
BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING
WHITNEY C. KELLY TO THE WESTSIDE
TAX ALLOCATION DISTRICT (TAD)
DOWNTOWN ADVISORY BOARD FOR A
TERM OF TWO (2) YEARS.
EFFECTIVE UPON
COUNCIL CONFIRMATION.

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☐ PERSONAL PAPER REFER

Date Referred 4/19/2004

Referred To: CD/HR: C.O.C.

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

FINAL COUNCIL ACTION

☐ 2nd

☐ 1st & 2nd

☐ 3rd

Readings

☐ Consent

☐ V Vote

☐ RC Vote

CERTIFIED

MAYOR'S ACTION